



## **10:1 RETURN ON E-MARKETING TO AFFLUENT CUSTOMERS**

### **GUARANTEED**

#### **WHAT:**

Your investment in applying PRI-STAT™ Intelligent Messaging to current customers (CRM) will produce a 10:1 return within 6 months or your money back. Intelligent Messaging is an overlay to your current segmentation. It provides:

- Subject lines that increase open rates by 74%
- Copy that increases “click through” rates by 368%
- Selection of offers that increases conversion by 336%
- An overall increase in RPE (revenue per email) of 514%

The cumulative impact over the first several email campaigns is a 10:1 return on the startup costs, **GUARANTEED.**

#### **WHY:**

Intelligent Messaging is the next significant step in personalization. It adds actionable insights regarding the motives of customers and the language they will respond to. It is based on \$1.5M in research and several years of testing.

#### **HOW:**

We quickly match your customer to his/her file in our pre-segmented data base of 75 million individual consumers (everyone living in a household with at least \$75K of income). This provides immediate guidance into the subject line, message and offer that is most likely to get a positive response. Once early applications provide results you are confident in, we automate the process for you.

#### **WHEN:**

We are able to move quickly. After signing a mutual non-disclosure (MNDA) we are able to segment your customer file within 3-4 working days and have very specific recommendations within an additional 3-5 days. In any event, you have a plan of action with 2 weeks. Implementation is straightforward. Your first NEW EMAIL CAMPAIGN can be delivered by the end of the month, immediately impacting business results.

#### **HOW MUCH:**

Implementation occurs in a series of steps, each priced under \$10,000, each of which is guaranteed to achieve certain objectives. In all cases you will be achieving a cash-flow positive return before you have invested \$50K



**ACTUAL CASE:**

National Retailer (Our client) has a customer file of 770,000 customers

BEFORE PRI-STAT, On an average email campaign the client experiences the following performance:

- Open 12.7%
- Click through 2.06%
- Conversion 1.82%
- RPE \$.07

AFTER PRI-STAT the client experiences the following:

- Open 22.18%
- Click through 9.65%
- Conversion 7.94%
- RPE \$.43

**In Table Form:**

	<b>Before PRI-STAT</b>	<b>With PRI-STAT</b>	<b>Improvement (%)</b>
<b>Open rate</b>	12.7%	22.18%	74%
<b>Click through rate</b>	2.06%	9.65%	368%
<b>Conversion rate</b>	1.82%	7.94%	336%
<b>RPE</b>	\$.07	\$.43	514%
<b>Unsubscribes (%)</b>	.09%	.04%	55%

**LEARN HOW YOU CAN GET IMPROVED CRM RETURNS:**

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